

JUNIOR MEMBERSHIP PROGRAM

PURPOSE: To establish procedures for implementing a Junior Membership Program.

SCOPE: If you are interested in starting a Junior Membership Program, this guide gives you some ideas on how to start one.

GENERAL: The 12 and under market has become a strong voice in dictating where your club members dine and socialize. The dining habits of your members is often influenced by where their children want to go. This guide gives you a way to target this market. Thereby increasing your sales and your membership.

GUIDANCE:

PROCEDURES FOR SIGNING UP A JUNIOR MEMBER

- 1) Before implementing your program, survey your members.
 - a) Find out if they have any children, how many, and how old.
 - b) Find out where they are going to dine and why?
- 2) Brain storm with your staff about ideas for implementing the program
 - a) The manager should meet with key staff first. (This will give you a more managerial prospective on how to start the program).
 - b) The manager should have a general meeting with all other staff members. You will get most ideas from your staff because they tend to have the most contact with members and know more of their likes and dislikes. This will also help promote ownership of the club by the staff.
- 3) Get Marketing involved!
 - a) Gather the ideas from your staff and schedule a meeting with your marketing representative.
 - b) Form a plan on how to implement and advertise the program. You could also see if any of the other activities, i.e. the bowling center, CDC and the Youth Center would like to tie into your promotion. An example would be a coupon each month for children to bowl one game free.
 - c) Develop an application form and a personalized letter for the Junior Member.

4) Get the word out!

Make sure you have allotted enough time to inform your members of the upcoming program. And make sure that every staff member from the dishwasher to the caterer to you Flight Chief is informed about the program and can explain it and sell it to anyone! The minute a staff member says "I don't know" you have just lost money! Also, your Flight Chief receives calls from members daily, be sure to keep him/her in the loop.

5) Kick off day!

Make sure Junior Membership materials (application, gift certificate, club card, etc...) are in easy, accessible locations i.e. the dining room, the catering office, your office, the lounge, and even the barber shop if it is located in the club.

6) Don't stop promotions on the first day...

Promotions can only be a success as long as the staff (this includes the manager) keeps it going. New games, prizes, benefits; something that keeps them coming back! Keep using your marketing resources. Form quarterly meetings with marketing and the other activities on base. Find a way to cross market each other.

7) Keep track.

Track you sales and membership from the day you start your promotion. This will help you to determine which aspects of the promotion work and which need to be revised. Also survey your Junior Members twice a year to get feed back on things they want to see or do in the club.

SUMMARY:

The children's market is growing and clubs need to find ways to tap into this market; this is just one of those ways. For specific ideas on how to implement a Junior Membership Program see attached sheet on Shaw Air Force Bases Junior membership Program.